

OGILVY & MATHER

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Client: MATTEL, INC.
Product: ELECTRONICS/INTELLIVISION
Title: "KEYBOARD"
Comm'l No.: MAEL 6006 :60
Date: 10/30/81



GEORGE: You already know about the incredible entertainment intellivision brings into your home.



Well, now they're making it even more incredible.



Mimi, show them how you can teach me French.



MIMI: We will be teaching you French by taking you on a tour of France.
GEORGE: Marvelous.



This new Keyboard actually transforms



your Intellivision into a



Home Entertainment Computer.



So now, you can do things you never dreamed of.



JACK: Like taking my Jack LaLanne exercise class?
GEORGE: Exactly.



Show them how your program is going to whip me into shape.



JACK: First George took a fitness test,



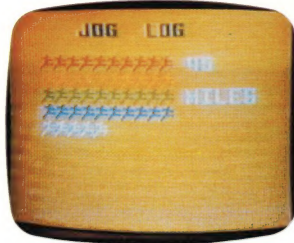
then the program set up



a routine especially for him.



This week you'll jog about 5 miles.



And before you know it... you'll have run over 40.



GEORGE: 40 miles?



JACK: You know, that's about right...for a writer.
(LAUGHTER)



GEORGE: As you can see, there are a lot of new things coming to you from Intellivision.



And I can't wait to see what's next.



Intellivision. Endless entertainment from Mattel Electronics.